

Swapping Your Wrinkles For Girlish Beauty

Jacques La Tour Says Lines of the Face Can Be Rubbed Away---Tells How

Women Whose Visages Become Prematurely Old Can Look Young Again.



The new trite saying: "I should worry and get a wrinkle," is particularly applicable to the present day system of overworking the human body and then displaying the effects of the overwork on the human face, says Professor Jacques La Tour, the French beauty expert. Prof. La Tour has recently spent much time wrinkling his own scientific brow over the perplexing problem of freeing others, especially women, of the annoying crows' feet and the other marks of time, signs of overwork, and emblems of excesses, that many persons of our present era of burning the candle at both ends, can but ill conceal.

Of course, some have wrinkles forced on them by nature, others acquire wrinkles by worry, mental concentration and certain praiseworthy actions, while quite a number of the present day young folk acquire their wrinkles in a hurry by excesses. Champagne, dancing until late hours, over eating and many other things cause the wrinkles of the latter class.

"One who has realized the terrible morning after of some society women can understand their suffering when the tell-tale inflexible mirror shouts to them the presence of the many wrinkles that the night before became dormant under a heavy plastering of rouge and face powder," says Prof. Jacques La Tour.

"Of course, the night before there was the usual dancing spree coupled with wine indulgence. The wine is not the thing that brings the wrinkles, although it aids. It is the late hours.

"The return from the ball at 4 a. m. in almost complete state of exhaustion, the sleeping until a late hour when nature finally opposing the physical inactivity through a severe headache, prompts the jaded body to resume its activities, the late breakfast offered to an appetite that pleads relief rather than satisfaction, then the taking of harmful headache powders that contain acetanilid, phenacetin or other sedatives and finally the forced attempt to appear fresh as a lily that has felt the caress of the morning dew, instead of a faded blossom that has awakened with noon; all these are things that cause age to make its advances in haste, things that wear the once lovely complexion with the inevitable marks of dissipation and

leave their unwilling owners in a quandary as to how to remove them."

GRAY HAIRS ARE MARKS OF DISTINCTION.

The professor in his latest discourse on beauty offers but little encouragement to women who seek to conceal their age by the use of cosmetics and dyes long after they should by nature have taken their place in the ranks of the aged and felt proud of their wrinkled brows and their white tresses.

"The wrinkle of age is one that all women who have fulfilled their duties of wifehood and motherhood should be proud," remarks Professor La Tour.

"No greater medal ever shone than that given the woman who has grown old in the service of her womanhood. Her gray hairs are marks of distinction and each strand that appears above her venerable head calls forth the veneration of others. A pot of rouge and gallons of dye would not give her the distinction that the hair turned to white through the rigors of her existence, bestow upon her."

The matronly woman who attempts to prevent the ravages of time with cosmetics makes a sad failure. She is the Mrs. Malaprop of her sex as far as beauty's dictates are concerned.

This deals with two of the three classes of wrinkles to which women are subject. The third class, that of women who are subject to wrinkles because of worry or the premature development of the features, is the one on which the noted beauty expert takes pity and to them he offers an invaluable fund of advice.

"Some of the most beautiful and lovable women I have met developed wrinkles early," the professor remarks in his latest beauty lecture.

"In fact it seemed a crime that such women should see their loveliness fade and their beauty wane. They are like the rose that opens in the morning in response to the caress of the lightly falling dew and in the noontime fades and withers under the unkind glances of the torrid sun.

Such women must be aided by experts, otherwise the work of a beauty specialist would fail.

That a woman of culture fades so quickly and her beauty is short lived is a matter of regret to most men.

I have seen thousands of exam-



ples of such unfortunate results of the advances of age. Who of us has not seen the young woman, beautiful, full of vigor, attracting the attention of a score of lovers, finally scorned because of the appearance of some female member of her family.

MEN MEASURE BEAUTY BY THE WRINKLES.

"It seems cruel sometimes that men would accept such standard by which to measure the physical qualities of a loved one, but such is often the case.

"Men will gaze on the face of their prospective mother-in-law and find her countenance seared with wrinkles. They then abandon their suit of the daughter, although they should know, foolish creatures, that a proper care of the face would have prevented the accumulation of such wrinkles."

That wrinkles are inevitable, no one can doubt. If we smile much, frown much, cry much, think much, all of these activities will display themselves on the human face. But there is a way to remove them if they are captured in their incipency at the time they first make their appearance.

All anatomists or students of anatomy know that the layer of skins and the fascia below are tightly stretched about the human skull. The facial covering of skin, too, is tightly stretched with the exception of the small accumulation of fat that appears in the cheeks,



The forehead is particularly tightly stretched so that any wrinkling of the brow leaves its mark. Laughing eyes, eyes with great expression, always have wrinkles, commonly called "crows' feet," about them. On the contrary persons with expressionless eyes, men and women who do not use their eyes in gesticulating and consequently who have blank expressions, seldom have wrinkles.

I am of course rather in favor of wrinkles acquired in that way and were it not for the fact that these marks may be obliterated I would rather admire them on some women who almost speak with their eyes.

However, when we realize that wrinkles can be avoided or obliterated, we may not fear the conse-

quence of the generous use of our facial qualities. Massage is the one thing that effectively prevents or removes wrinkles.

The long narrow lines that mark the forehead may easily be cured by careful treatment, one that should be used daily as a preventive as well as a cure. In removing the long furrow

across the brow, gentle stretching of the skin of the forehead with a rotary massage with the fingers proves effectual. The massage and the stretching tend to loosen the skin, allowing globules of fat to deposit there and filling out the brow until all signs of depressions are removed.

While the above is a simple and ready remedy, to persons who have much time to devote to perfecting their countenance, the use of hot and cold applications of water is recommended. In such massage exercises the use of a moist or lubricating substance to prevent laceration or irritation of the skin is necessary.

That face creams will aid in removing the wrinkles through their own qualities or merits, is, of course,



absurd. Some creams will soften the skin and render it more pliable, but to claim that the cosmetic is a "skin-food" is to enter the realms of the ridiculous.

MASSAGE RECOMMENDED FOR CROWS' FEET.

The massage for crows' feet is rotary and much resembles that used for the cross-lines, although it is more immediately effective.

The lines that form about the mouth and those about the nose generally caused by laughing or by facial gesticulating are generally moved by the general increase of fatty-tissue in that portion of the face. While most women in their younger days appreciate such lines that form only at the time they are laughing and disappear with the relaxation of the facial muscles, they will learn in time that these lines will gradually become natural and will constantly show.

It is the same with women who labor to develop dimples. The dimples are all right at the time, but eventually they leave their mark with the rest of the wrinkles.

All of which is not intended to advise against having dimples, smiling, frowning, etc., when a person feels like doing so. To frown or smile is natural, but it is also natural that we guard against the physical results of such actions.

Massage is one of the many things that must be used to guard against such results. As the athlete rubs

his muscles after engaging in a contest so that they may not suffer constriction, so a woman who depends greatly on her facial beauty and expression must frequently massage her face so that it may be always muscularly relaxed.

Prof. Jacques La Tour makes further regards ancient faces where wrinkles are the person's main stock in trade.

"I have seen many men and in a few instances women who would be less attractive were they not possessed of wrinkles," the beauty expert remarked. "Men, it seems, are always more fortunate in the possession of certain wrinkles. One could hardly imagine a business man, a statesman, a great lawyer or other prominent male personage without a few wrinkles. Just as a person in the days of ancient Rome was not a man until he was able to show a successful growth of beard, so business men today can not be considered properly until a few wrinkles mark their countenances.

"That is because each wrinkle marks some strenuous quality of its possessor. To think of your great Roosevelt without a face adorned with wrinkles would be to imagine him as a man without great determination. The wrinkles in his case and that of many other prominent men of your continent and ours signify the greatness of their own-ers."



EDITOR'S WRITINGS HAVE AROUSED HIS ENEMIES

Mr. Robert J. Collier, although a young man, is already the head of an enormous publishing business and the creator of a powerful magazine—creator, because when he took charge of the weekly in 1898, it was entirely different in character. Mr. Collier began at once the enterprising news and art features, concentrating at that time on the Spanish War, and he also introduced a literary quality which has gradually worked into the paper's present intellectual treatment of public affairs.

His qualities as a journalist include an exceptionally quick and vivid sense for news, whether expressed in text or picture, a keen interest in, and careful knowledge of, the art of illustration; great courage; and a rare power to understand, use and inspire men of widely different gifts and natures. Add to these traits much sheer business ability, and you have his makeup as a general publisher.

His daring has been made clear to the whole world in such striking instances as the crusades in which Town Topics, Patent Medicine, and various undesirable pub-

lic officials have been the opponents, and which have resulted in a fine collection of lawsuits, which Mr. Collier accepts with perfect calm. His ability is shown in every single department of his complicated business, whether editorial, art, circulation, advertising, or mechanical. The demand for young men of such unusual force and personal drawing quality is constant, of course, from the outside world, and a month seldom passes without Mr. Collier's being urged to take part in some public work quite disconnected with his business. Most of such requests he feels compelled to decline, but he has nevertheless done a large part of the work for the Children's Theater, the Lincoln Farm memorial, and various other altruistic enterprises, national and local. He was chosen among all the publishers in the United States to present their case when changes were contemplated in the postal regulations. Because in addition to his insight he has, to an unusual degree, the power of compact and persuasive statement. Without indiscretion, it may be added that Mr. Collier is

not violently interested in business for its own sake. The money-making side of it appeals to him only because it is inseparable from the useful and sound conditions of business. What reaches powerfully his imagination is the effect which a great business may have on the opinion of the country and the development of its inhabitants. In other words, he views the publication of more good books than are put out by any other firm in the United States in exactly the same way as he views the activities of his weekly; namely, as a branch of education and public service. It may fairly be said, therefore, that the distinction which he has won so early has a double foundation—the very unusual degree of ability of which he is the fortunate possessor and the interesting purposes for which that ability is used.

A car to carry two members of a rescue crew, who propel it with bicycle gearing as it runs on the track of a mine railway, has been invented in Europe.

WOMAN SPENDS LIFE IN LONELY LIGHTHOUSE SAVING LIVES

In a lonely lighthouse on a jutting ledge of lime rock on Rhode Island's coast, Ida Lewis, the Grace Darling of America, is rounding out fifty-six years of government service. The nation's veteran keeper, she guards the entrance to Narragansett Bay. Hale in her 65 years of strenuous activity, she is still untiring, dauntless and brave. In the face of gale and storm she has snatched from the tumbling waters off her steady beacon twenty-three human lives. Five of

these lives she saved last summer. She is a pensioner of the Carnegie Hero Fund, holds the Government First Class Medal for Bravery and the American Cross of Honor. Ida Walley Crossada Lewis was made assistant keeper of Lime Rock Light by Congress in 1879 and succeeded her mother in 1887 as keeper. Her father was also keeper at his death in 1872. Known the country over for her life-saving, she is a unique character. Her island home is full of mementos

of her valor, and is the Mecca of tourists all the year. Modest and cheery, she talks little of her deeds, but can show a handful of medals from the greatest societies of the land. The Benevolent Life Saving Association of New York and the Humane Society of Massachusetts have both honored her. The United States awarded her a grand medal in gold for saving two men off the light in a terrible storm on February 4, 1881. Speaking of her greatest rescue she said,

"I remember one twilight in 1868. I heard the cries of two men during an awful storm. I put for them in my boat. Through the mist and spray I could see them clinging to their frail boat. I managed to pull them in, but they were nearly gone when I made the shore. Yes, they both lived. This is home to me and I hope the good Lord will take me away when I have to leave it. The light is my child and I know when it needs me even if I sleep."